

12161-Retail Marketing

Rational Statement:

Retail Marketing covers marketing principles and concepts related to the provision of goods and services directly to the consumer, emphasizing store operations, advertisement and display of goods, store security, human relations, and business management and ownership.

Suggested Grade Level: 9-12

Topics Covered:

- **Marketing principles and concepts**
- **Goods and services**
- **Store operations**
- **Advertisements and display of goods**
- **Store security**
- **Human relations**
- **Business management and ownership.**

Indicator #1: Analyze marketing information systems and their importance to retailing.	
Bloom's Taxonomy Level	Standards and Examples
Evaluating	RM.1.1 Evaluate research methods used in retail decision-making. Examples: <ul style="list-style-type: none">• Develop promotional mix activities.• Develop advertising, sales promotion, public relation plans to achieve communication objectives.• Evaluate promotional mix to maximize returns.
Applying	RM.1.2 Develop design principles used in the retail industry. Examples: <ul style="list-style-type: none">• Describe the use of color in advertisements.• Describe the elements of design.• Discuss the use of illustrations in advertisements.• Discuss the nature of typography.• Describe effective advertising layouts.• Explain the impact of color harmonies on composition.• Describe digital color concepts.

Indicator #2: Compare and contrast distribution strategies as well as inventory methods used in retail businesses.

Bloom's Taxonomy Level	Standards and Examples
Remembering	<p>RM.2.1 Demonstrate an understanding of channels of distribution.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain distribution issues and trends. • Discuss the use of electronic data interchange. • Compare different types of inventory systems.
Applying	<p>RM.2.2 Implement receiving processes to ensure accuracy and quality of incoming shipments.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the receiving process. • Explain stock-handling techniques used in receiving deliveries. • Process incoming merchandise. • Resolve problems with incoming shipments. • Establish receiving schedules.
Applying	<p>RM.2.3 Execute stock-handling procedures to process incoming merchandise.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Apply external and internal security procedures to a retail business. • Price mark merchandise. • Make and record price changes. • Route and rotate stock, and process returned/damage products on the sales floor. • Manage markdown process.
Applying	<p>RM.2.4 Implement inventory-control methods to minimize costs and to meet customer demand.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Examine the importance of preventing stock shrinkage. • Track stock by location for department/class/vendor level. • Determine inventory shrinkage. • Plan merchandise flow. • Assess the influence of technology on inventory control and distribution strategies.

Applying	<p>RM.2.5 Manage distribution activities and strategies.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Ensure timely delivery of advertised merchandise. • Allocate shelf space. • Develop collaborative relationships with channel members. • Interpret channel strategies. • Establish system for processing dead/excess merchandise.
Evaluating	<p>RM.2.6 Assess distribution strategies improving effectiveness and minimizing costs.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Evaluate buyer-seller relationships. • Identify new vendors. • Assess sales and stock performance. • Conduct inventory valuation. • Evaluate inventory status/performance.

Indicator #3: Analyze retail store procedures and operations.	
Bloom's Taxonomy Level	Standards and Examples
Applying	<p>RM.3.1 Facilitate human resources in the retail environment.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Implement organizational skills to facilitate work efforts. • Utilize techniques to staff a department within an organization. • Ensure staff understanding of responsibilities, duties, functions, and authority levels. • Determine adequacy of training facilitation.
Analyzing	<p>RM.3.2 Examine financial concepts and methods to control risks in retailing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain competitive advantage and how to analyze competition. • Describe the types of retail business expenses. • Explain the importance of business credit. • Explain types of retail business risks.
Analyzing	<p>RM.3.3 Analyze buying and pricing activities involved in retailing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the buying process. • Analyze methods used by buyers in retailing. • Assess methods of ordering, invoicing, and evaluating purchases in a retail business. • Analyze and compare pricing concepts. • Calculate pricing math related to mark-up, mark-down, and discount calculation.
Applying	<p>RM.3.4 Distinguish between e-tailing and non-store retailing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain multichannel retailing and e-tailing. • Justify elements to include on a retail web site. • Give examples of non-store retailers.

Analyzing	<p>RM.3.5 Examine the importance of the promotional mix to the retail business.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze and evaluate advertising media based on retailer objectives. • Examine and calculate media cost. • Explain the use of visual merchandising and store layout in retailing. • Analyze how a retailer's promotional objectives relate to visual merchandising, publicity, personal selling, and customer service.
Applying	<p>RM.3.6 Demonstrate an understanding of the selling process in the retail business.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Examine sources of product information. • Analyze selling techniques that influence customer-buying decisions. • Analyze the ethical and social responsibilities of selling. • Demonstrate an understanding of selling and customers service situations. • Analyze mathematical computations in calculating customer purchases.